



Government Services Integration Cluster
Digital Enterprise Engagement Practice (DEEP)

Engagement Platform: Sentiment Analysis Capability

(a native capability available on our ECCS-cloud-Amazon instance)



The Engagement Platform (EP) was previously known as the Enterprise Contact Centre Service (ECCS)

(GSiC)

Engagement Platform: Sentiment Analysis capability

New sentiment analysis capability available under the Engagement Platform for clients that leverage the Amazon Connect cloud instance.

The feature is called Contact Lens and is a new capability that is native to Amazon Connect.

Contact Lens provides a set of machine learning (ML) capabilities, which enable sentiment analysis

Contact Lens also provides APIs that allow integration with other applications/capabilities such as CRM, custom web applications and BI solutions

NOTE: Similar AWS services (Transcribe or Comprehend) can be leveraged to perform sentiment analysis on existing premise-based call recordings

(GSiC)

Engagement Platform: Sentiment Analysis capability

Discover trends & gain valuable customer insights to improve customer service

- Easily understand sentiment, conversation characteristics, and agent compliance risks in call transcripts using natural language processing (NLP) and Machine Learning (ML)-powered speech-to-text-analytics
- Set real-time alerts to identify and troubleshoot flagged customer issues
- Ensure a consistent customer experience by utilizing the ML-powered categorization engine to improve compliance with policies or regulatory requirements (e.g. words or phrases used in standard greetings and sign-offs)
- Option to share the transcript of the call when it is redirected/escalated to help reduce call handle time and the need to repeat the story (HR implications to be assessed)

Enhance operational efficiency through:

- Enabling agents to focus on the customer, rather than notetaking; By utilizing ML models we can capture key notes and create summaries at the end of the conversation
- Improves quality monitoring outcomes by providing managers a way to review call summaries alongside call recordings to quickly understand the context of an interaction, help with follow-up items and provide precise feedback to agents

Engagement Platform: Sentiment Analysis capability

Automated call categorization

- Track all client conversations for specific criteria that you set up (e.g. words, phrases, sentiment, interruptions, and non-talk time). Through categorization, each contact is analyzed for these criteria, and labeled. This is useful to do when, for example, you want to ensure that agents are speaking certain words or phrases for compliance reasons. Or, for example, you want to investigate when customers use certain words and have a negative sentiment.

Categories

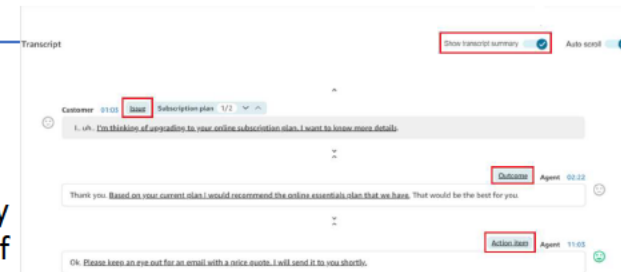
agent-conclusion

missed-agent-intro

These rules contain the words or phrases you want to highlight.

Call summarization

- Automatically identifies key parts of the client conversation, assigns tags (for example, issue, outcome, or action item), and displays a summary that can be expanded to view the full transcript of the call.



Engagement Platform: Sentiment Analysis capability

Analytics dashboard

- View all call analytics in the Contact Details page, including call transcripts, sentiment, & conversation characteristics to detect issues & client trends.



Real-time alerts

- Create rules to flag any client experience issue in real time, with categories based on keywords, sentiment, and phrase matching. It automatically alerts your supervisors in real time when they need to assist an agent on live calls so they can guide them via chat or have the agent transfer the call.

Real-time metrics

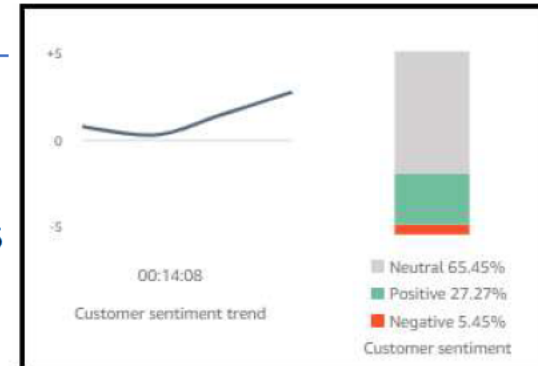
Agents

Agent login	Channels	Agents	Activity	Duration
loginname_a	All channels	On contact	01:15:01	
loginname_b	Voice	Escalation, Angry customer	On contact	00:02:32
loginname_c	All channels	On contact	00:28:13	

Engagement Platform: Sentiment Analysis capability

Sentiment analysis & advanced search

- ML-powered natural language processing (NLP) captures and analyzes the sentiment of words spoken by the client, generating a score between -5 (most negative) to +5 (most positive). You can then search calls based on these scores to identify customer experience issues.
- Conduct full-text searches using keywords, sentiment score, 'non-talk' time and more.



Sensitive data redaction

- Automatically redact sensitive data such as names, addresses, and other personally identifiable information (PII) from both the call transcript and audio recording.

Microsoft Office HomeAmazon Connect - Contact searchAmazon Connect - Contact TraceAmazon Connect - Edit contactAmazon Connect - Contact Trace

https://deveccssomto1.my.connect.aws/contact-trace-records/details/2e69f95a-75b5-4cb8-8890-e6746fd156b7tz=America/Toronto

Not syncing

Amazon ConnectCharith.Senaratne@ontario.caEnglish

Recording and transcript

Customer

Agent

End

00:00 / 01:09

Speed: 1x

10

15

Legend

Transcript

Show transcript summaryAuto scroll

Agent 00:02

Okay. Good morning. Thank you for calling the Driver's License office. My name is Clancy. How may I help you today?

Customer 00:08

Issue

RefundRelated

Oh, hi. I'm calling in to check the status of my refund. Check. I haven't received my refund.

Agent 00:15

Okay. I can certainly help you with that. Uh Can I start by getting your name and address, please?

Customer 00:20

Sure. My name is Marge Simpson and I live at 7:32 Evergreen Terrace in Springfield. Ontario.

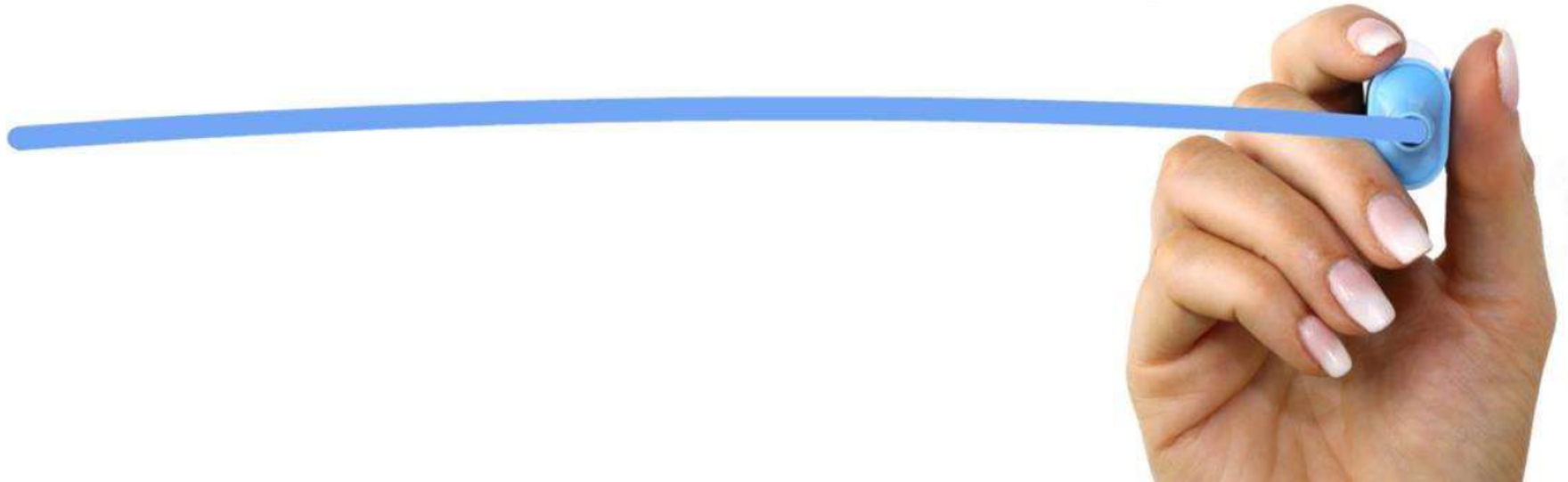
Agent 00:29

Thank you. Uh let me just check the status of that for you.

4:07 PM

05/02/2022

QUESTIONS



Glossary of Terms and Key Phrases

Term	Acronym	Description
Engagement Platform	EP	Formerly known as the Enterprise Contact Centre Service (ECCS), is a mandatory Central Common Service that offers a single, seamless, modern and integrated contact centre service delivery environment to connect people and businesses with their government. The capabilities established under the EP have many applications and can be applied to any public sector program that seeks to improve digital service delivery. Currently, the EP is currently leveraged across 40+ Ministry program areas.
Engagement Platform – Cloud Instance	EP- Cloud	An instance of the Engagement Platform utilizing software hosted in a cloud-based environment.
Engagement Platform – Premises Instance	EP-Premises	An instance of the Engagement Platform utilizing software that is supported by hardware located at the Guelph Data Centre and Kingston Data Centre.
Engagement Platform – Cloud Instance – Workforce Management	EP-Cloud-WFM	Software for the Workforce Management capability under the Engagement Platform that has been upgraded to a cloud version.
Engagement Platform – Cloud Instance – Computer Talk	EP-Cloud-CTT	A cloud instance of the Engagement Platform utilizing software provided by Computer Talk, a subcontractor under the Engagement Platform contract.
Engagement Platform – Cloud Instance - Amazon	EP-Cloud-Amazon	A cloud instance of the Engagement Platform utilizing software provided by Amazon, a subcontractor under the Engagement Platform contract.